

21 August 2012  
NZ On Air  
NZ ON Air Documentary Funding Policy Discussion Paper  
Email: Fiona@nzonair.govt.nz

Dear Sir/Madam

**NZ ON Air Documentary Funding Policy Discussion Paper**

**Screenrights**

Screenrights is a non-profit copyright society representing rightsholders in film, television and radio. We have over 3,300 members in 59 countries, including 305 members in New Zealand.

Screenrights administers a range of collective licences that allow for the use of audiovisual material in circumstances where obtaining individual copyright clearances is difficult or impossible. These licences include the educational use of “communication works” (which includes broadcast documentaries) in New Zealand schools and tertiary institutions. This licence is provided for under section 48 of the New Zealand Copyright Act.

Educational institutions pay an annual fee to copy programmes from television (pay and free to air) without having to obtain individual copyright clearances. Teachers can also copy audiovisual material legally made available on the Internet. When a programme is copied, it can be used in class and kept as an ongoing resource, prolonging its life in the education sector. Copyright owners also benefit financially, with Screenrights distributing the fees it collects to the rightsholders in the copied programmes.

Just over a quarter of the programmes copied by New Zealand educational institutions under the licence are documentaries.

Screenrights also administers a similar educational licence in Australia.

## **Encouraging increased educational usage through study guides**

Our comments in response to your discussion paper are confined to supporting the production of study guides for funded documentaries. In our experience administering educational copying licences, these guides can encourage educational use of a programme. This means a greater number of students are likely to see the programme, both in the year its copied, and if it's kept as a resource, in future years.

High quality study guides promoting New Zealand documentaries have been produced in New Zealand on an ad hoc basis. We believe it is well worth strengthening support for the ongoing production of these guides to promote educational viewing and use of these programmes.

As an example of a scheme to promote documentary use in the classroom, Screen Australia funds the production of study guides for Australian documentaries in the following way:

- The cost of a study guide must be included in the production budget as a line item of \$2500.
- The producer must supply the study guide publisher with copies of the film, a press kit and the script. ATOM (the Australian Teachers of Media) is a pre-approved study guide publisher, any other study guide publishers require approval from Screen Australia. ATOM (or any other approved publisher) will assess whether the programme can be linked to the national curriculum and therefore whether a guide should be produced.
- If the publisher decides not to produce a study guide, the finance can be used for marketing expenses.

Screenrights promotes ATOM study guides to educational institutions through its website [www.enhancetv.com.au](http://www.enhancetv.com.au)

Producers regularly tell us that study guides are an invaluable marketing tool, and that strong educational resources improve the likelihood of their programme being copied and used in the educational sector. In 2004, the then current BBC Worldwide Asia Pacific Marketing Director, Jill Bryant, reported on a customer survey showing that 73% of the respondents felt the availability of study guides influenced classroom use of a documentary. Further, 66% of those who had downloaded the *Wild Australasia* study guide, had indeed copied the programmes from television.

In addition, Screenrights this year surveyed educators across Australia. More than 70 per cent of the teachers who responded said that the availability of a study guide would influence their decision whether or not to use a programme in class.

In your discussion paper you refer to the limited funding pool for documentaries, and the need to use this money as effectively and efficiently as possible. We believe study guides provide a simple and cost effective way of maximising the educational audience for a programme in New Zealand. The funding of these guides will allow documentary makers to more effectively market their work into New Zealand's 2,500 schools.

We are happy to discuss our comments further and to provide additional information, should you require this.

Thank you for the opportunity to make a submission on this issue.

Sincerely,

A handwritten signature in black ink, appearing to read 'Simon Lake', with a long horizontal line extending to the right.

Simon Lake  
Chief Executive